

**Request for Proposals  
Market Study  
Midway, Kentucky**

Midway Renaissance, Inc., a Main Street Program certified by the Kentucky Heritage Council, is accepting proposals from qualified firms with the expertise and capacity to conduct and deliver a comprehensive Market Study of Midway's Renaissance District in accordance with the National Main Street Center's Four Point Approach to downtown revitalization. The Market Study will include, at a minimum:

1. Analysis of existing conditions –
  - a. Economic environment and market demographics for the area
  - b. Structure, condition, strengths and weaknesses of the local economy
  - c. Market gaps and migration rates
  - d. Available goods and services vs demand by the community
  - e. Challenges faced by existing local businesses
  - f. Public perception of the local business district
2. Evaluation of Retail Potential –
  - a. Niche markets and potential areas for expansion of existing businesses
  - b. Potential for recruitment of sustainable new businesses
3. Facilitation –
  - a. Focus groups with various sectors of the community to identify existing conditions and to engage all stakeholders (businesses, residents, organizations, government) in the process
4. Recommendations –
  - a. Specific strategies to strengthen existing businesses
  - b. Identification of specific new business types and recruitment strategies
  - c. Strategies to improve residents' & visitors' perception of business district
5. Reporting
  - a. Detailed report on process, analysis, and recommendations
  - b. Participation in public presentation of report

Proposals will be evaluated and ranked based on a point system with a total maximum score of 100 points. Proposals should include, at a minimum:

20 pts	Qualifications and experience of firm and of assigned staff members
20 pts	Approach to the Market Study
20 pts	Knowledge of the local and regional economic environment
20 pts	Overall fee schedule including travel expenses (Project is funded by Renaissance Kentucky Grant in an amount not to exceed \$15,000)
10 pts	Three References and Example Report
10 pts	Project Timeline - Ability to complete project by August 1, 2011

**TERMS AND CONDITIONS**

1. Midway Renaissance reserves the right to reject any and all proposals, in whole or in part, to waive minor irregularities in any proposal, and to accept the proposal deemed to be in its best interest.

2. Midway Renaissance reserves the right to request clarification of information submitted in any proposal.
3. Midway Renaissance reserves the right to award a contract to the next most qualified consultant, if the successful consultant does not execute a contract within thirty (30) days after the award of the proposal.
4. The contract resulting from acceptance of a proposal by Midway Renaissance shall be in a form supplied or approved by Midway Renaissance, and shall reflect the specifications in this RFP. Midway Renaissance reserves the right to reject any proposed agreement or contract that does not conform to the specifications contained in this RFP, or is not approved by the Attorney for Midway Renaissance, Inc.
5. Midway Renaissance shall not be responsible for any costs incurred by the firm in preparing, submitting, or presenting its response to the RFP.

**In order to be considered, proposals must be received by 12:00 pm on December 15, 2010. Interested firms may attend an optional pre-bid conference to be scheduled in mid-November.**

A Market Study Committee composed of representatives of Midway Renaissance, Inc. and the Midway Business Association will review, evaluate, and rank proposals for the Market Study and make recommendations to the Board of Directors of Midway Renaissance, Inc. At the discretion of the Committee, short lists may be developed and proposers may be asked to give a short presentation or interview as part of the selection process. The selected bidder will be offered a contract by mid-January.

Additional community information can be obtained by calling Midway Renaissance at 859-846-4049. Information is also available on our website: [www.MidwayRenaissance.org](http://www.MidwayRenaissance.org)

Questions concerning the RFP should be addressed to Marcie Christensen, Main Street Manager, Midway Renaissance, Inc. 859-846-4049 or [mchristensen@hughes.net](mailto:mchristensen@hughes.net)

Proposals should be mailed to:

Midway Renaissance, Inc.  
PO Box 4354  
Midway, KY 40347-4354

Or emailed to [RandySThomas@MidwayRenaissance.org](mailto:RandySThomas@MidwayRenaissance.org)